

2021 OREGON CONNECTIONS TELECOMMUNICATIONS CONFERENCE

21st Century Homes, Offices, Farms & Ranches



**PACIFIC OFFICE
AUTOMATION**
— PROBLEM SOLVED —

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TODAY'S AGENDA

- **Pacific Office Automation**
- **The Pandemic and Technology Trends**
- **Where is my Office?**
- **What are my Tools?**
- **Observations & Recommendations**



Pacific Office Automation (POA)

The largest independent Office Technology Solutions Provider in the West

- 33 Offices in 9 Western States, 5 Offices in Oregon
- 1,200 Employees corporate-wide
- 35,000 active customers - \$390m Projected 2021 Revenue
- 43 consecutive years of Revenue Growth
- Single-family owned with second-generation Management

What we Do:

- Office Equipment – Copiers, Printers
- Mailing & Sending
- Document Management and Software Solutions
- Managed IT Services & Security Solutions
- Unified Communications Solutions & Carrier Services
- Cameras and Access Control Solutions



The pandemic did not necessarily cause the development of new Technology, instead it greatly accelerated the adoption of already identified solutions in two key areas:

- 1. Adoption of Cloud-Based Services*
- 2. Personal Mobility and Access to Applications regardless of Location*

Cloud Based Services include:

- ERP, CRM, EMR or any Industry-Specific Software Platform
- Business Communications – Email, Business Phone Systems, Conferencing & collaboration

When the Pandemic ends, these trends will not slow down or reverse themselves



Where is my Office?



Work from Anywhere requires Internet Connectivity that is

- **Robust (low Latency and low Jitter, symmetrical)**
- **Stable (possibly w/multiple connections – SD-WAN, Service Level Agreement)**
- **Secure**



What are my Tools?



Bring Your Own Device (BYOD)

Web-Based apps can be accessed from a wide range of devices in any location

PC/Mac, Tablet, Thin Client/Virtual Desktop, Tablets, Phones



Personal Observations about Current State of Business Technology:

1. **Broadband connectivity is more important than ever** - most Users have multiple web-based apps that they are accessing from multiple tools from multiple locations (ERP, CRM, EMR, Industry-Specific Software, Messaging, Office Apps).
2. **Wired connections are still the best. Plug-and-Play SOHO Wireless LAN solutions do not work well for voice and video applications. Security is also a higher concern for wireless connections.**
3. **Business Communications typically consists of several Web-based apps – Telephony/Phone, Contact Center/Customer Experience, Conferencing & Collaboration**
4. **The role of IT support is shifting towards maintaining connectivity and enabling access as opposed to managing hardware and server-based Systems**



Recommendations and Suggestions:

1. The quality of your Broadband connection(s) will determine how effective you will be.
2. The traditional two-wire (non-ISP) land line (POTS Line) is not dead. Remote/WFH users with poor internet connectivity can benefit from having a land line for voice communications.

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3. Consolidate Business Communications functionality into a single integrated service – Telephony/Desk Phone, Desktop App, Mobile App, Contact Center/Customer Experience and Conferencing & Collaboration into a single application instead of multiple non-integrated applications.

